

ASM Global Appoints Michelle Roybal as Director of Sales and Marketing for Albuquerque Convention Center

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(Albuquerque, N.M. – March 11, 2025) — ASM Global, the world’s leading producer of entertainment experiences, venue management and event strategy, has appointed Michelle Roybal as director of sales and marketing for the Albuquerque Convention Center (ACC), New Mexico’s largest publicly owned meeting and exhibit space.

Michelle Roybal brings more than 20 years of sales and marketing expertise to her new role, with a wealth of experience and a proven track record of success in the hospitality and tourism industry. Roybal will be responsible for overseeing the planning and implementation of overall sales strategies and marketing campaigns for all ACC facilities and events. This includes group sales, sponsorships, advertising, direct mail, promotion, and publicity.

Roybal possesses excellent skills in marketing, advertising, customer service, and public speaking. Her extensive knowledge of Albuquerque as a destination, including its corporate, social, and business landscape, will be invaluable in her new role.

“I am incredibly excited to join the Albuquerque Convention Center and ASM Global,” Michelle Roybal said. “I am honored to lead sales and marketing efforts into its next chapter and eager to leverage my experience to drive growth, implement innovative strategies, and ensure the ACC remains a premier destination for events and creates unforgettable experiences for our guests.”

Prior to joining the ACC, Roybal served as Director of Sales at Marriott Pyramid Albuquerque, Embassy Suites, and various other hotels, where she excelled in building sales teams and leading the market. She has also held several other prominent roles, including overseeing the opening of new hotels and serving as the Vice President of Tourism at the Hispano Chamber of Commerce, where she played a pivotal role in promoting the city. Throughout these positions, she demonstrated a strong ability to foster client relationships, develop impactful sales strategies, and drive revenue growth.

In addition to her extensive background, Roybal is active in the community as a member of the New Mexico Restaurant Association, New Mexico True Programming and State Tourism

Department, New Mexico Hospitality Association, and the Greater Albuquerque Hotel & Lodging Association.

“The Albuquerque Convention Center is excited to welcome Roybal as the new director of sales and marketing,” said General Manager of the Albuquerque Convention Center, Ray Roa. Her experience and leadership will be instrumental in driving sales and marketing efforts to attract more events and visitors to our vibrant city.” Roa said.

To learn more about career opportunities at the Albuquerque Convention Center, visit <https://albuquerquecc.com/employment/>.

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About Albuquerque Convention Center

[Albuquerque Convention Center](#) is part of the ASM Global portfolio, the largest and most diverse network of premier convention and trade show venues for millions of exhibitors and attendees across an extensive worldwide footprint that spans five continents. Located between the Rio Grande River and the Sandia Mountains in the heart of downtown Albuquerque, the 600,000- square-foot multipurpose complex offers flexible indoor and outdoor meeting and exhibit space that can accommodate events of up to 20,000 people. Its elegant yet intimate [Kiva Auditorium](#) boasts a proscenium stage and half-round seating for up to 2,300 people perfect for concerts, comedy shows, lectures and more. [Civic Plaza](#), the largest public outdoor space in the center of downtown with a purpose to enhance the city’s sense of community, has a capacity of 20,000 people with a sizable performance stage and large-scale movie projection system. The [Jennifer Riordan Spark Kindness Regional Sports Complex](#) features five fully lit, 100% turf championship- level baseball fields with on-site batting cages, and grandstand seating perfect for collegiate and regional tournaments and events. Follow us on [Facebook](#) and [Instagram](#).

About ASM Global

ASM Global is the world’s leading producer of entertainment experiences. It is the global leader in venue and event strategy and management, delivering locally tailored solutions and cutting- edge technologies to achieve maximum results for venue owners. The company’s elite venue network spans five continents, with a portfolio of more than 350 of the world’s most prestigious arenas, stadiums, performing arts venues, and convention and exhibition centers, including McCormick Place, Chicago; Moscone Center, San Francisco; ICC Sydney, Australia; Olympia London; Shenzhen World Exhibition & Convention Center, China; and P&J Live, Aberdeen, U.K. Follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#). asmglobal.com.